

PORTLAND OR BUST

Roll out the welcome mat for a trio of newcomers to our region

It's the perfect lesbian love story. They met, fell in love, did the U-Haul thing and within mere months moved themselves and their two dogs west to Portland to start over together—as life and business partners.

The thing that's different about this lesbian love story is the fact that, well, they're not really lesbians at all.

THE QUEER PROFIT
by
Marty Davis

Actually they're big, tall, handsome fellas named Edmund Gaines and Aaron Hall. Together they are the owners of one of Northeast Broadway's newest gay-owned business establishments, Pendleton Jewellers.

In addition to not being lesbians, they're also not from Pendleton. The store's name is derived from Gaines' middle name and has a previous 12-year history in Atlanta, their former hometown.

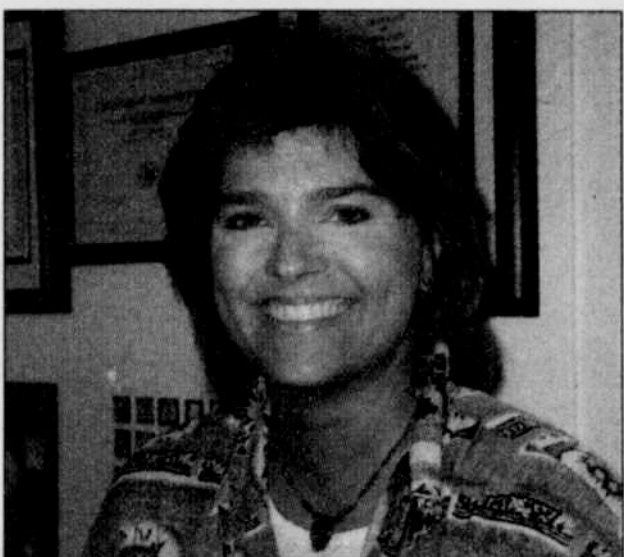


Aaron Hall (left) and Edmund Gaines prove that diamonds can be a boy's best friend, too

Open for business in Portland since Feb. 5, Pendleton Jewellers features all, and more, that you'd expect in a fine jewelry store. They have a wide array of gold, diamonds and pearls, with gift items available in all price ranges. The store features a unique selection of antique estate pieces and is home to Waterford Crystal and Swarovski collectibles. The guys welcome the opportunity to work with you on the design and selection of your commitment and wedding rings.

If you don't get a chance to drop by the store in the next few weeks, then be sure and stop by their booth at Portland Pride 2003. They will have a selection of more than the usual rainbow jewelry and will be happy to meet you and share greetings of the season.

Her practice is new to Portland, but Nora Gedgaudas brings with her years of experience as a neurotherapist and nutritional specialist. Most recently from Eugene, where she specialized in clinical supervision as well as education and counseling in areas of



PHOTOS BY MARTY DAVIS

Nora Gedgaudas teaches people how to stabilize their moods by regulating their central nervous system

dietary management, she has opened her own practice, Northwest Neurofeedback.

What is neurofeedback? The short answer is that it's a noninvasive means of exercising, strengthening and regulating the central nervous system. It's a learning process that enables participants to improve mental performance, normalize behavior and stabilize moods.

So, what's this really mean? It's a tool to help maximize the performance and quality of your life. Various disorders and ailments are potentially treatable using neurofeedback methods. If you or someone you know suffers from learning disabilities, depression, anxiety, chemical dependency, headaches, migraines, sleep disorders, seasonal affective disorder as well as a wide range of other presented symptoms, you might consider a consultation.

I recently spent more than an hour with Gedgaudas, listening to her speak with passion and fervor about her life's work. Truth be known, the concept is not that easy to quickly understand and assimilate. But on an intuitive level it all came together and made clear and logical sense. A visit to www.northwest-neurofeedback.com will provide valuable further information and assistance.

This column ends with a brief introduction to the final of our newcomers. Brian Kurth burst into the Rose City with a contagious energy and enthusiasm that has left the Portland Area Business Association quizzical and wondering about his frequent references and sly hints about his business-to-be, VocationVacations.

And what is a VocationVacation? Well, according to Kurth's Web site, "A VocationVacation encourages you to give your dream job a whirl by working with a mentor in the field for one to three days while on an otherwise traditional vacation."

What this does is give us all a chance to play "What do I want to be when I grow up?" Pick your dream job and go play at it for a few days—see what it feels like to walk in, or follow behind, the footsteps of one who does what you'd like to do. Will the allure and the mystery of a dream job sustain? Is being a horse trainer all that you ever dreamed it could be—or do those big ole things turn out to be as smelly and sweaty as they appear?

Here's your chance to find out. It's starting to sound a bit contrived, but for more information visit www.vocationvacations.com. 

Business news with a queer bent should be reported to MARTY DAVIS at marty@justout.com.

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